

The background of the cover is a grayscale illustration of a spiral staircase that curves upwards and around. The steps are clearly defined, creating a sense of depth and movement. Overlaid on this background are two red rectangular frames. One frame is positioned in the upper left quadrant, and the other is a larger frame that encompasses the author's name and part of the subtitle, located in the lower left quadrant.

# Personal Development

A guide for music  
entrepreneurs

Tefo Lerumo

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**Tefo Lerumo**

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## Introduction

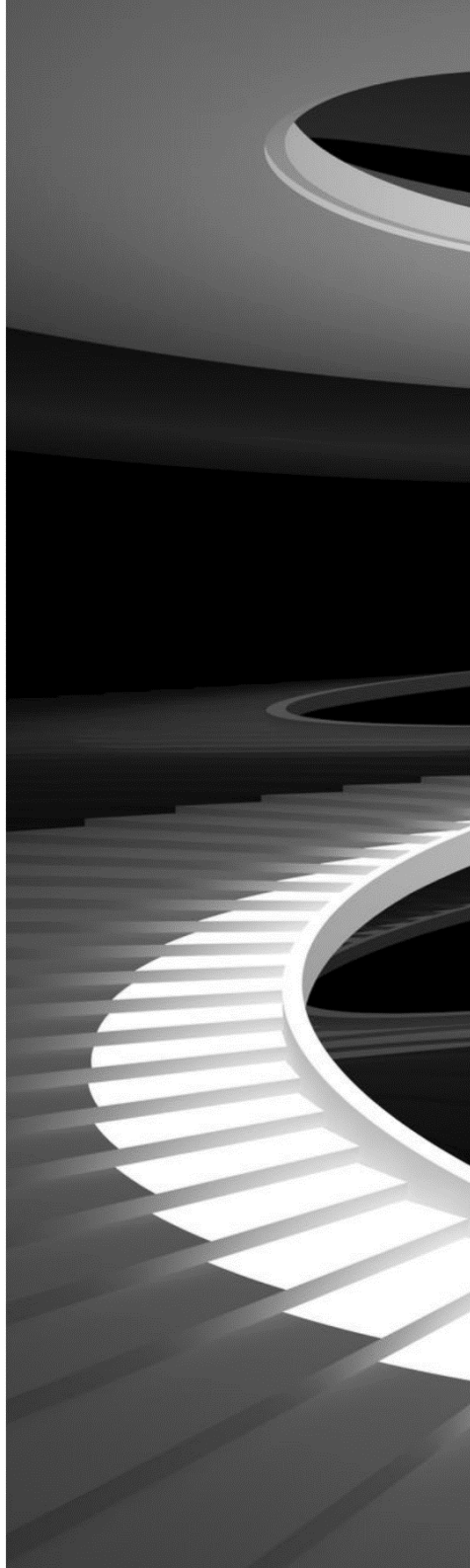
"That's not a dirty little secret. It's a fact. Take away the incentive for major or minor financial reward and you dilute the pool of musicians. "

**Courtney Love**

This booklet is written from the point of view and for artists who wish to derive financial success from their music careers. It then undertakes to suggest tools and techniques on how to restructure the mental faculties, i.e. the musician's mind and thought processes, in order to attract desired outcomes in all spheres of life. Although many an artist's goal is financial success, it cannot be sufficiently stressed;

*Riches cannot always be measured in money!*

Money and material things are essential for freedom of body and mind, but there are some who feel that the greatest of all riches can be evaluated only in terms of lasting relationships, harmonious family relationships, sympathy and understanding between business associates, and introspective harmony which brings one peace of mind measurable only in spiritual values!



## Continuous Professional Development

The aim of this booklet is to orientate you on the development of a system that is going to bring structure into your life in all its spheres (i.e. personal and professional). The system has to take into account the management activities of 1) planning, 2) organising, 3) Leading and 4) controlling.

With the development of the system and adherence to its daily implementation, the aim is for strategic and focussed effort that is coherent and methodical in advancement towards your over-arching primary goal.

The system should lay down in detail how you are going to achieve these management activities with regards to your life – what philosophies, tools and techniques you are going to utilise in;

- i) Planning your strategies and moves
- ii) organising resources, information, research
- iii) leading (i.e. self-leadership, personal mastery, balance of will and reason)
- iv) controlling your time (monitoring mechanisms)

## Six steps to financial success

The method by which desire for riches can be transmuted into its financial equivalent, consists of six definite, practical steps, viz:

**First:** Fix in your mind the *exact* amount of money you desire. It is not sufficient merely to say “I want plenty of money.” Be definite as to the amount. (There is a psychological reason for definiteness)

**Second:** Determine exactly what you intend to give in return for the money you desire. (There is no such reality as “something for nothing.”)

**Third:** establish a definite date when you intend to *possess* the money you desire.

**Fourth:** Create a definite plan for carrying out your desire, and begin *at once*, whether you are ready or not, to put this plan into *action*.

**Fifth:** Write out a clear, concise statement of the amount of money you intend to acquire, name the time limit for its acquisition, state what you intend to give in return for the money, and describe clearly the plan through which you intend to accumulate it.

**Sixth:** Read your written statement aloud, twice daily, once just before retiring at night, and once after arising in the morning. As you

read – see and feel and believe yourself already in possession of the money.

## Self-confidence formula

**FIRST:** I know that I have the ability to achieve the object of my Definite Purpose in life, therefore, I demand of myself persistent, continuous action toward its attainment, and I here and now promise to render such action.

**SECOND:** I realise the dominating thoughts of my mind will eventually reproduce themselves in outward, physical action, and gradually transform themselves into physical reality, therefore, I will concentrate my thoughts for thirty minutes daily, upon the task of thinking of the person I intend to become, thereby creating in my mind a clear mental picture of that person.

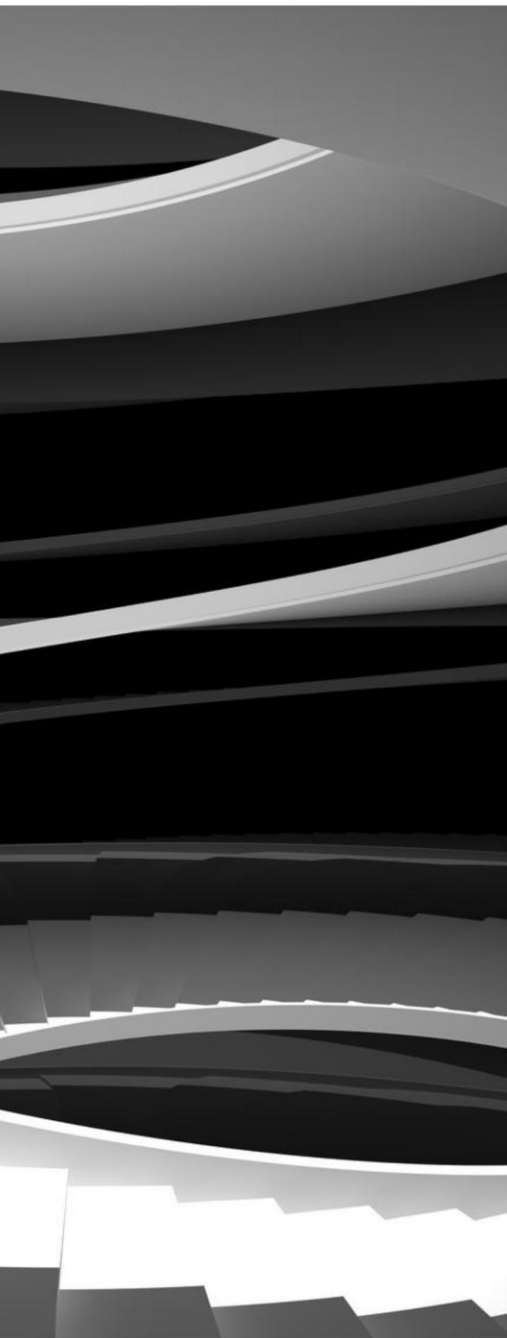
**THIRD:** I know through the principle of auto-suggestion, any desire that I persistently hold in my mind will eventually seek expression through some practical means of attaining the object back of it, therefore, I will devote myself ten minutes daily to demanding of myself the development of self-confidence.

**FOURTH:** I have clearly written down a description of my definite chief aim in life, and I will never stop trying, until I shall have developed sufficient self-confidence for its attainment.



**FIFTH**: I fully realise that no wealth or position can long endure, unless built upon truth and justice, therefore, I will engage in no transaction which does not benefit all whom it affects. I will succeed by attracting to myself the forces I wish to use, and the cooperation of other people. I will induce others to serve me, because of my willingness to serve others. I will eliminate hatred, envy, jealousy, selfishness, and cynicism, by developing love for all humanity, because I know that a negative attitude toward others can never bring me success. I will cause others to believe in me, because I will believe in them, and in myself.

I will sign my name to this formula, commit it to memory, and repeat it aloud once a day, with full faith that it will gradually influence my thoughts and actions so that I will become a self-reliant, and successful person.



## Visualisation techniques

(daily)

Write out a clear, concise statement of the amount of money you intend to acquire, name the time limit for its acquisition, state what you intend to give in return for the money, and describe clearly the plan through which you intend to accumulate it.

I will concentrate my thoughts for thirty minutes daily, upon the task of thinking of the person I intend to become, thereby creating in my mind a clear mental picture of that person.

I will devote myself ten minutes daily to demanding of myself the development of self-confidence

I will sign my name to this formula, commit it to memory, and repeat it aloud once a day, with full faith that it will gradually influence my thoughts and actions so that I will become a self-reliant, and successful person.

## Self-Inventory questionnaire

Annual self-analysis is an essential in the effective marketing of personal services, as is annual inventory in merchandising. Moreover, the yearly analysis should disclose a decrease in faults, and an increase in virtues. One goes ahead, stands still, or goes backward in life. One's object should be, of course, to go ahead. Annual self-analysis will disclose whether advancement has been made, and if so, how much. It will also disclose any backward steps one may have made. The effective marketing of personal services requires one to move forward even if the progress is slow.

Your annual self-analysis should be made at the end of each year, so you can include in your New Year's Resolutions any improvements which the analysis indicates should be made. Take this inventory by asking yourself the following questions, and by checking your answers with the aid of someone who will not permit you to deceive yourself as to their accuracy.

### **Self-Analysis Questionnaire for personal inventory**

1. Have I attained the goal which I established as my objective for this year? (you should work with a definite yearly objective to be attained as a part of your major life objective).

2. Have I delivered service of the best possible quality of which I was capable, or could I have improved any part of this service?
3. Have I delivered service in the greatest possible quantity of which I was capable?
4. Has the spirit of my conduct been harmonious, and cooperative at all times?
5. Have I permitted the habit of procrastination to decrease my efficiency, and if so, to what extent?
6. Have I improved my personality, and if so, in what ways?
7. Have I been persistent in following my plans through to completion?
8. Have I reached decisions promptly and definitely on all occasions?
9. Have I permitted any one or more of the six basic fears to decrease my efficiency?
10. Have I been either "over-cautious", "or under-cautious"?
11. Has my relationship with my associates in work been pleasant, or unpleasant? If it has been unpleasant, has the fault been partly, or wholly mine?
12. Have I dissipated any of my energy through lack of concentration of effort?

13. Have I been open minded and tolerant in connection with all my subjects?
14. In what way have I improved my ability to render service?
15. Have I been intemperate in any of my habits?
16. Have I expressed, either openly or secretly, any form of egotism?
17. Has my conduct toward my associates been such that it has induced them to respect me?
18. Have my opinions and decisions been based upon guess-work, or accuracy of analysis and thought?
19. Have I followed the habit budgeting my time, my expenses, and my income, and have I been conservative in these budgets?
20. How much time have I devoted to unprofitable effort which I might have used to better advantage?
21. How may I re-budget my time, and change my habits so I will be more efficient during the coming year?
22. Have I been guilty of any conduct which was not approved by my conscience?
23. In what ways have I rendered more service and better service than I was paid to render?
24. Have I been unfair to anyone, and if so, in what way?

25. If I had been the purchaser of my own services for the year, would I be satisfied with my purchase?
26. Am I in the right vocation, and if not, why not?
27. Has the purchaser of my services been satisfied with the service I have rendered, and if not, why not?
28. What is my present rating on the fundamental principles of success? (Make this rating fairly, and frankly, and have it checked by someone who is courageous enough to do it accurately).

## Self-analysis test questions

To aid those who wish to see themselves as they really are, the following list of questions has been prepared. Read the questions and state your answers aloud, so you can hear your own voice. This will make it easier for you to be truthful with yourself.

1. Do you complain often of “feeling bad,” and if so, what is the cause?
2. Do you find fault with other people at the slightest provocation?
3. Do you frequently make mistakes in your work, and if so, why?
4. Are you sarcastic and offensive in your conversation?
5. Do you deliberately avoid the association of anyone, and if so, why?
6. Do you suffer frequently with indigestion? If so, what is the cause?
7. Does life seem futile and the future hopeless to you? If so, why?
8. Do you like your occupation? If not, why?
9. Do you often feel self-pity? And if so, why?

10. Are you envious of those who excel you?
11. To which do you devote most time, thinking of success, or of failure?
12. Are you gaining or losing self-confidence as you grow older?
13. Do you learn something of value from all mistakes? Are you permitting some relative or acquaintance to worry you? If so, why?
14. Are you sometimes “in the clouds” and at other times in the depths of despondency?
15. Who has the most inspiring influence upon you? What is the cause?
16. Do you tolerate negative or discouraging influences which you can avoid?
17. Are you careless of your personal appearance? If so, when and why?
18. Have you learned how to “drown your troubles” by being too busy to be annoyed by them?
19. Would you call yourself a “spineless weakling” if you permitted others to do your thinking for you?
20. Do you neglect internal bathing until auto-intoxication makes you ill-tempered and irritable?



21. How many preventable disturbances annoy you, and why do you tolerate them?
22. Do you resort to liquor, narcotics, or cigarettes to “quiet your nerves”? if so, why do you not try will-power instead?
23. Does anyone “nag” you, and if so, for what reason? Do you have a definite major purpose, and if so, what is it, and what plan have you for achieving it?
24. Do you suffer from any six of the Six Basic Fears [(i) the fear of poverty, (ii) the fear of criticism, (iii) the fear of ill health, (iv) the fear of loss of love of someone, (v) the fear of old age, and (vi) the fear of death]? If so, which ones?
25. Have you a method by which you can shield yourself against the negative influence of others?
26. Do you make deliberate use of auto-suggestion to make your mind positive?
27. Which do you value most, your material possessions, or your privilege of controlling your own thoughts?
28. Are you easily influenced by others, against your own judgement?
29. Has today added anything of value to your stock of knowledge or state of mind?

30. Do you face squarely the circumstances which make you unhappy, or sidestep the responsibility?
31. Do you analyse all mistakes and failures and try to profit by them or, do you take the attitude that this is not your duty?
32. Can you name three of your most damaging weaknesses? What are doing to correct them?
33. Do you encourage other people to bring their worries to you for sympathy?
34. Do you choose, from your daily experiences, lessons or influences which aid in your personal advancement?
35. Does your presence have a negative influence on other people as a rule?
36. What habits of other people annoy you the most?
37. Do you form your own opinions or permit yourself to be influenced by other people?
38. Have you learned how to create a mental state of mind with which you can shield yourself against all discouraging influences?
39. Does your occupation inspire with faith and hope?
40. Are you conscious of possessing spiritual forces of sufficient power to enable you to keep your mind free from all forms of fear?

41. Does your religion help you to keep your own mind positive?
42. Do you feel it your duty to share other people's worries? If so, why?
43. If you believe that "birds of a feather flock together" what have you learned about yourself by studying the friends whom you attract?
44. What connection, if any, do you see between the people with whom you associate most closely, and any unhappiness you may experience?
45. Could it be possible that some person whom you consider to be a friend is, in reality, your worst enemy, because of his negative influence on your mind?
46. By what rules do you judge who is helpful and who is damaging to you?
47. Are your intimate associates mentally superior or inferior to you?
48. How much time out of every 24 hours do you devote to
  - a. your occupation
  - b. sleep
  - c. play and relaxation
  - d. acquiring useful knowledge
  - e. plain waste

49. Who among your acquaintances,
- a. encourages you most
  - b. cautions you most
  - c. discourages you most
  - d. helps you most in other ways
50. What is your greatest worry? Why do you tolerate it?
51. When others offer you free, unsolicited advice, do you accept it without question, or analyse their motive?
52. What, above all else, do you most desire? Do you intend to acquire it? Are you willing to subordinate all other desires for this one? How much time daily do you devote to acquiring it?
53. Do you change your mind often? If so, why?
54. Do you usually finish everything you begin?
55. Are you easily impressed by other people's business or professional titles, college degrees, or wealth? Are you easily influenced by what other people think or say of you?
56. Whom do you believe to be the greatest person living? In what respect is this person superior to yourself?

57. How much time have you devoted to studying and answering these questions? (at least one day is necessary for the analysis and the answering of the entire list.)

## How to develop persistence

There are four simple steps which lead to the habit of persistence. They call for no great amount of intelligence, no particular amount of education, and but little time or effort. The necessary steps are: -

1. A definite purpose backed by burning desire for its fulfilment.
2. A definite plan, expressed in continuous action.
3. A mind closed tightly against all negative and discouraging influences, including negative suggestions of relatives, friends and acquaintances.
4. A friendly alliance with one or more persons who will encourage one to follow through with both plan and purpose.

These four steps are essential for success in all walks of life.

## Conclusion

In parting, it would be prudent to remind you that “Life is a checkerboard, and the player opposite you is time. If you hesitate before moving, or neglect to move promptly, your men will be wiped off the board by time. You are playing against a partner who will not tolerate indecision!

Previously you may have had a logical excuse for not having forced Life to come through with whatever you asked, but that alibi is now obsolete, because you are in possession of some of the tools and techniques that unlock the door to Life’s bountiful riches.

Truly, “thoughts are things,” and powerful things at that, when they are mixed with definiteness of purpose, persistence, and a burning desire for their translation into riches, or other material objects. *All achievement, all earned riches, have their beginning in an idea!*



The music matters website mainly aims to be an educational resource on the fundamentals of the music business. The website will address topics such as; defining income streams within the music industry, copyright law, royalty and income streams, entertainment and media law basics, synchronisation royalties, physical & digital royalties , publishing and administration, event management, artist's and management contracts, social media branding, streaming and how to monetize it, sponsorships and proposals, financial management within the entertainment industry, submission of music to radio and other aspects of the music business.

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